

New Jersey Short Line Railroad Association

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Meeting Minutes August 14, 2002

Celebrating Ten Years



Of Working Together 1991-2001

The New Jersey Short Line Railroad Association is an organization made up of railroads serving the Great State of New Jersey. The purpose of the Association is to address concerns and problems which face Short Line Railroads and to find means of mitigating problems and finding solutions through collective effort and cooperation.

Visit our website: www.njshortline.com

This month's meeting, Wednesday, August 14, 2002, was held at the Conrail offices in Mount Laurel. The Association would like to thank **Ron Battory** for providing the room.

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Next Meeting: Wednesday September 18, 2002 10:00am Meeting

Location: Conrail Offices, 1000 Howard Blvd, Mount Laurel

Members NJSLRRA:

We are now seeing the first actions in the NS marketing initiative in New Jersey. The bottom line in this project is to grow the business for both NS and the NJ Short Lines, and if this works, perhaps down the road we will be talking about the initiatives being implemented in New Jersey by the other Class 1s.

S.R.F.

<u>Name</u>	<u>Company/Organization</u>	<u>Telephone Number</u>
Jerry Clark	NY & Greenwood Lake	973-743-5300
Steven Friedland	M&E	973-267-4300
J R Wilson	NY & Greenwood Lake	973-743-5300
Gordon Fuller	M&E	973-267-4300
Bob Bailey	PJRR	201-434-8373
George Gott	Alliance Shippers	908-475-3086
Kel MacKavanagh	Consultant	609-704-1270
Fran Hennessy	Norfolk Southern	215-591-3653
Charlie Barker	NS	215-591-3636
John McCreavy	SMS/Penn Jersey Lines	610-260-2273
Rich Petrone	SMS/Penn Jersey Lines	856-467-4800
Bill Phillips	M&E	973-267-4300
Rob Robinson	NS	757-823-5421
Mike Allen	Allen Associates	609-683-0356
John K. Fiorilla	WSF&R	732-545-2250
Fred Winkler	Winchester & Western	856-451-6400
Ray Bucko	SMS/Penn Jersey Lines	856-467-4800
Jack O'Connor	Consultant	856-719-9062
Jeff Sutch	SMS/Penn Jersey Lines	856-467-4800
Jim Turcich	Philadelphia Belt Line RR	215-592-7775
Arthur Feygelson	Canadian Pacific	917-453-7337
Tom Collard	SRNJ	609-871-8699
John Kraemer	NS	540-985-6021

The meeting started at 1:45pm

NJSLRRA “Virus”

Over the last two months or so there has been an email computer virus that has been bouncing around the membership. The virus, known as “Klez”, is usually transferred as an attachment on an email, and when opened starts sending out copies to each of the people in your email address book.

As always, the best way to prevent infection is to have a current copy of Macafee or Norton anti-virus software installed with the most recent virus definitions. The software can check your email for viruses before you open any attachments. The next best way to prevent infection is to know your sender. If you get an unusual email from someone who normally doesn’t send you attachments, be suspicious.

Eastern Region Express

Going to the ASLRRRA Eastern Region meeting in Baltimore? The Morristown & Erie is running the Eastern Region Express between Penn Station New York and Baltimore. The southbound express departs New York at 10:50am on October 13th, and makes station stops at Newark, Metropark, Trenton, Philadelphia, and Wilmington before reaching Baltimore at 1:33pm. The return express departs Baltimore at 8:13am on October 16th, and arrives in New York at 10:55am.

The price for the round trip is \$250 per person, and limited one-way service is available.

The reservation form is attached to the back of these minutes.

Property Tax Update

John Fiorilla announced that William Black who had been the state's railroad tax appraiser has retired and been replaced by Sam DiDonato. Fiorilla was in touch with James Coll, Chief of Local Compliance and Railroad Taxation (Didonato's immediate superior) regarding the state's position on the proposed changes to the method of calculating Class II railroad real estate tax. Coll indicated that he was meeting with the Director and that he should have a position shortly. He indicated that the State felt that any method which would reduce taxes paid would not be acceptable in this economic climate. This may result in another year where taxes do not change and no new method is implemented. We will be discussing the matter further with Coll and explaining that the new method is based upon net revenue and therefore would vary with profits on a year to year basis.

NS Marketing Initiative

It is no secret that we, both as an Association and as individual railroads have been concerned about Norfolk Southern’s marketing approach to New Jersey. It was a major topic of discussion at our last meeting in May, and was a bullet item coming out of the sandhouse session at the NS Short Line Meeting in Raonoke in June. At the NS Meeting, Don Seale made a commitment to focus marketing efforts on New Jersey, and the NS New Jersey Marketing Initiative was born.

In late June - early July NS sent out copies of the information that they had on each of the NJ SLs, and they enhanced that data with industrial development opportunities that the NJ Short Lines added to the profiles. The data was then culled into a book that is going to be distributed to Market Managers and the rest of the NS sales force for use as a reference in the hopes of creating new business opportunities.

At the August meeting, we were given a presentation by **John Kraemer, Rob Robinson, and Charlie Barker** about the next step in the initiative. The three of them had made, or were going to make stops at all of the NJ Short Lines to meet with them to identify the areas of focus that the Short Lines would want NS to work on, and to possibly identify some new opportunities that NS had that they were looking to place. The focus areas are being recorded by NS, and progress will be monitored by the NS sales team, who will have to report that progress to Don Seale each month.

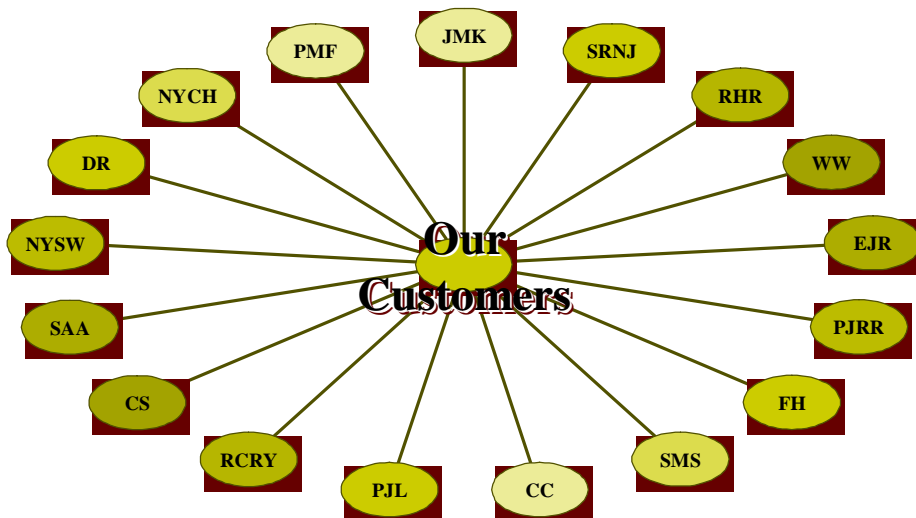
As this project is an ongoing one with no completion date, we look forward to continuing progress (and success) reports from John, Rob, and Charlie.

**Next Meeting: Wednesday, September 18th, 2002 10:00am
Conrail Offices, 1000 Howard Blvd, Mount Laurel**

New Jersey Short Lines and Norfolk Southern

A Partnership for Business Growth

The Team





The Goal

 Coordinated Effort Resulting in
Customer Development and “Real”
Business Growth



Tools

1. Commercial Guide
 - Customers
 - Warehouse capacity
 - Industrial Development
2. Distribution within NS
3. Service Matrix – Graphical Service Illustration
4. Sales and Marketing Initiatives



Focus

 Customer Development Through
Planned Service and Price/Product
Offerings



The Plan

1. Initial SL/NS Strategy Meeting
2. Prioritize Customer Business Potential
3. Prioritize Customer Contact Schedule
4. Plan Scheduled Customer Meetings with SLs
5. Target Specific Business Opportunities
6. Coordinate with Marketing/Transportation
7. Deliver the “Value Proposition”
8. Secure Business, Obtain Feedback, Resolve Problems
9. Monitor Results (bimonthly review)

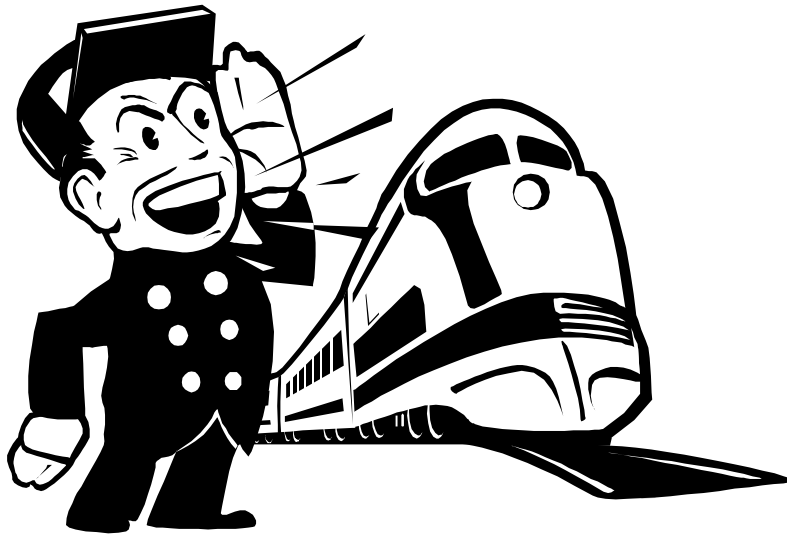
Going to the ASLRRA Eastern Region meeting in Baltimore?

The **EASTERN REGION EXPRESS** is headed to Baltimore cars from NY Penn Station in Baltimore, and

Schedule and Fees

Sunday, 10/13
Dep. New York -
timore - 8:13 am
Arr. Baltimore - 1:33
10:55 am

Fare - \$250 pp



One-Way Passage Available

REGION EXPRESS is aboard vintage rail Station to the meet-all points in between.

Wednesday, 10/16
10:50 am Dep. Bal-
pm Arr. New York -

round trip. Limited

Questions? Contact: Steven Friedland, Morristown & Erie Railway
sfriedland@merail.com 973-267-4300

Limited Space Available, So Reserve Your Space Today!

Please Circle Your Boarding Station

Name:___ New York Newark(11:15am)

Company:___ Metropark(11:28am) Trenton(11:50am)

Phone:___ Philadelphia(12:22pm) Wilmington(12:45pm)

E-mail:___ Please make all checks payable to:

Number of Passengers:___ Morristown & Erie Railway - Charter Services

Klez: The Virus That Won't Die

Already the most prolific virus ever, Klez continues to wreak havoc.

Andrew Brandt

From the September 2002 issue of PC World magazine
Posted Thursday, August 01, 2002

The Klez worm is approaching its seventh month of wriggling across the Web, making it one of the most persistent viruses ever. And experts warn that it may be a harbinger of new viruses that use a combination of pernicious approaches to go from PC to PC.

How It Works

Antivirus software makers Symantec and McAfee both report more than 2000 new infections daily, with no sign of letup at press time. The British security firm MessageLabs estimates that 1 in every 300 e-mail messages holds a variation of the Klez virus, and says that Klez has already surpassed last summer's SirCam as the most prolific virus ever.

And some newer Klez variants aren't merely nuisances--they can carry other viruses in them that corrupt your data.

Klez is an example of a blended threat: software that distributes itself like a virus but sometimes behaves like a worm and at other times like a Trojan horse. (See "[How It Works: Viruses](#)" for more on different virus types.) Klez usually arrives in the in-boxes of unsuspecting victims as a file attachment. It uses various subject lines, including "Klez removal tool". (For the real tool, visit our [Downloads library](#).) Some variants also draw subject lines from random words in files on a victim's hard drive.

When the victim double-clicks the attachment, or even just previews the message, the fun begins for Klez. It pilfers addresses from the victim's e-mail address books, and also searches the hard drive for addresses from the Web browser cache or temporary files.

What makes Klez particularly insidious is that it draws both a new sender and a new recipient from the infected party's sources. This creates at least three victims: the person who first got the worm, the one who is sent the worm, and the one whose address was taken from the original victim and is used as the new sender (see "[Klez's Path of Infection](#)").

Because the infected sender's address is not on the new e-mail, the worm is difficult to track. And blocking the return address is ineffective, because that person didn't send the worm. Worse, the innocent sender may well be someone you know, making you more likely to open the message, click on the attachment, and perpetuate the virus.

"These types of social-engineering tricks are extremely effective," says virus researcher Sarah Gordon. People don't want to ignore a friend or colleague, she says. "They feel compelled to look at an attachment--even

Can You Fight Back?

With these types of blended threats, it's not enough just to update your antivirus software's data definitions regularly; you need comprehensive security protection, including both privacy and intrusion protection, according to Vincent Weafer, senior director of Symantec Security Response. Users who also make it a habit to install new security patches are better equipped to defend their PCs against the kinds of worms that attack well-known Windows weaknesses.

But even if you take all appropriate measures, others who have your e-mail address in their books may not. You won't get the worm, but you will still get neutralized and irritating notes in your in-box.

There's little you can do to prevent such e-mail from reaching you; however, your ISP may be able to help. Some ISPs use so-called antivirus appliances that are capable of filtering millions of messages and stopping infected ones from getting to your in-box.

Safety Tips

But ultimately, each of us who uses a PC is responsible, in a small way, for preserving our neighbors' security--by keeping our own PC clean.